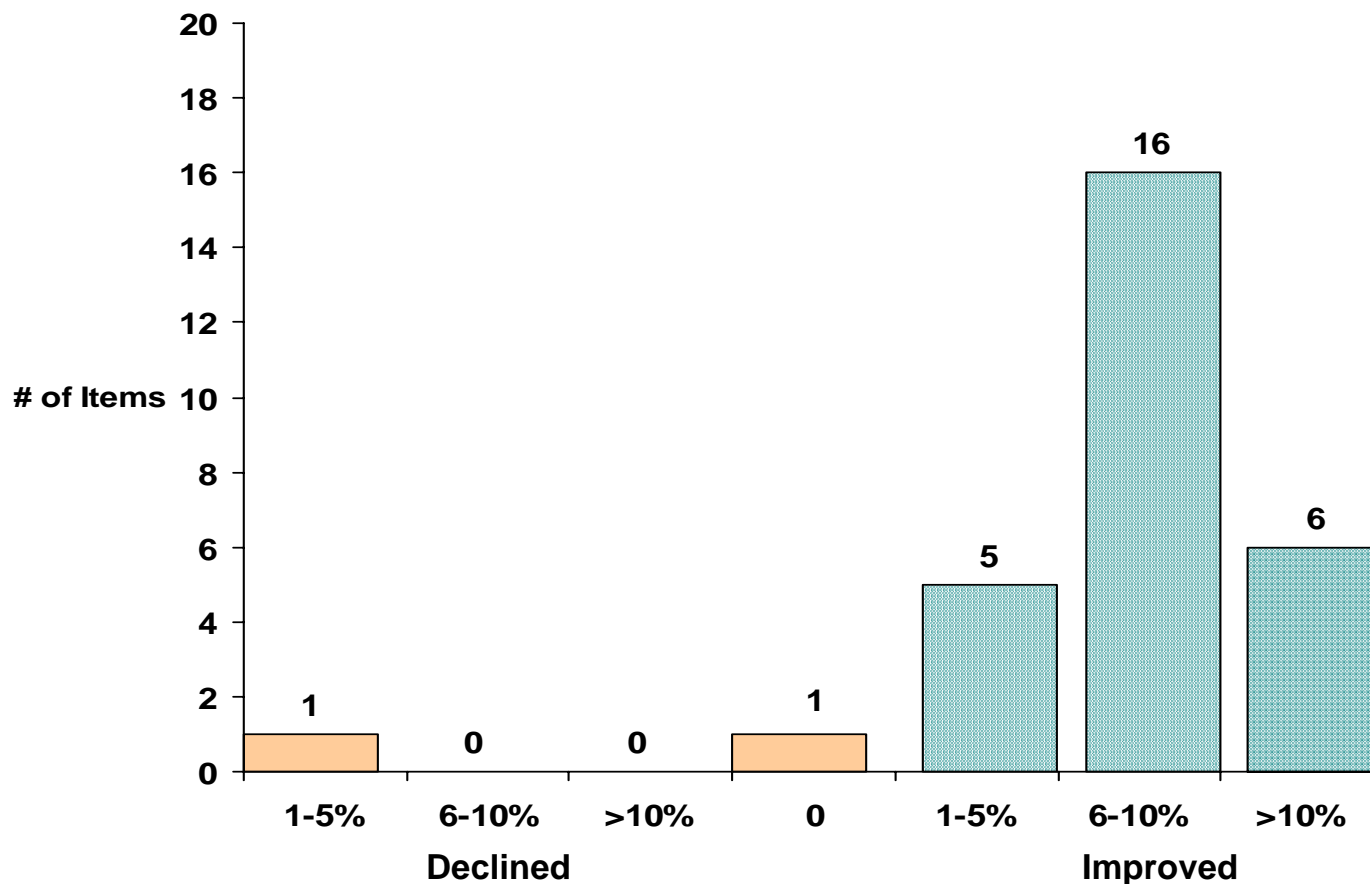


A vertical decorative bar on the left side of the slide, featuring a teal-to-white gradient. It contains several stylized, light-blue icons arranged vertically: a lightning bolt, an atom, a gear, a flask, a hand holding a test tube, a registered trademark symbol (R), a bundle of wheat, and another atom.

# ***PATENT CUSTOMER SATISFACTION SURVEY RESULTS FOR 1999***

## *Trends 1998 to 1999*

*(29 comparable items - differences in % satisfied)*



Responses to 27 of 29 items improved from 1998 to 1999. Only one item declined (2%) and one remained the same. Unlike last year, the majority of improvements are in the 6-10% range.



## *1999 Customer Survey Data*

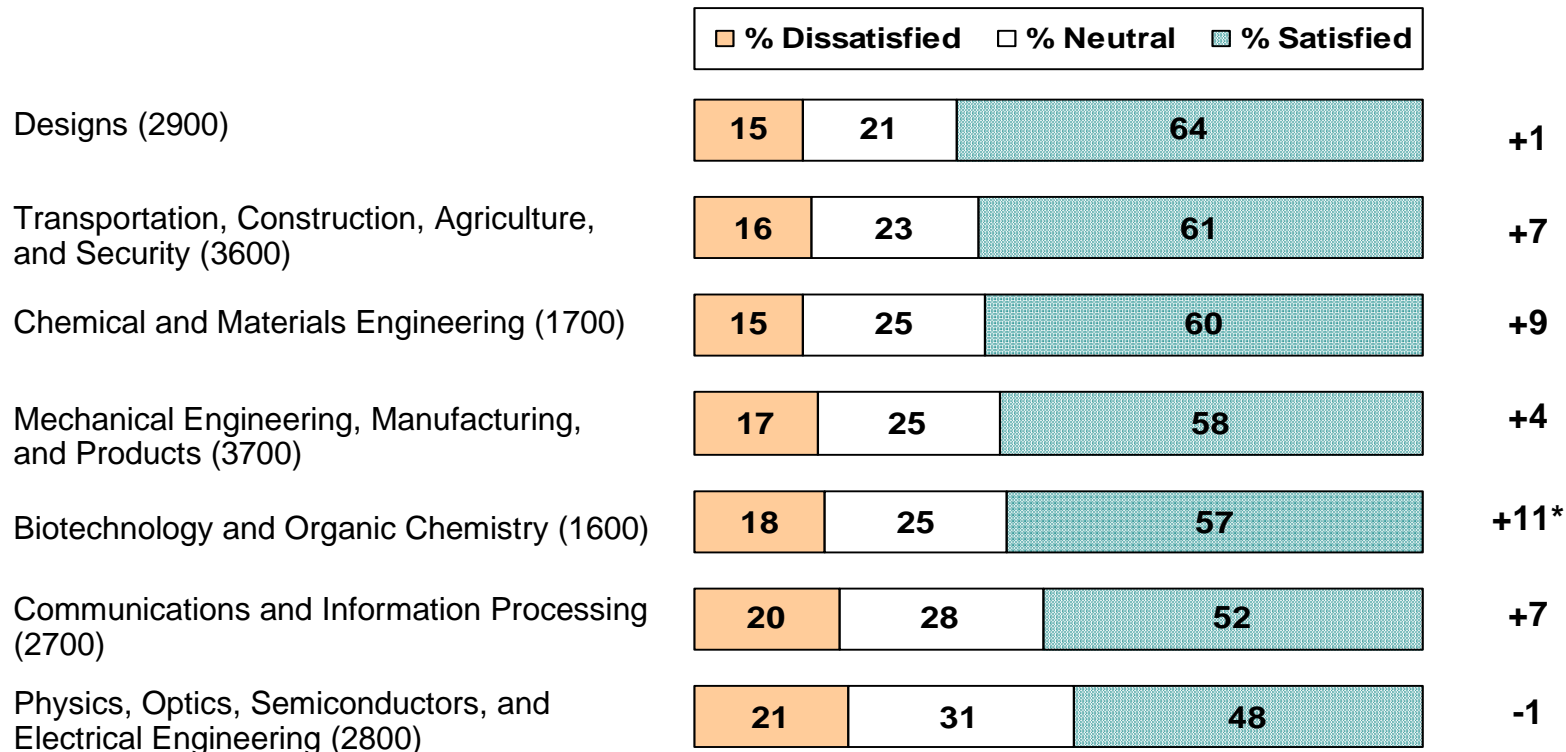
### *Patents*

|                                    | <u>1995</u> | <u>1996</u> | <u>1998</u> | <u>1999/T</u> |
|------------------------------------|-------------|-------------|-------------|---------------|
| <b>Overall Satisfaction</b>        | <b>51</b>   | <b>50</b>   | <b>52</b>   | <b>57/65</b>  |
| <b>Thorough Search</b>             | <b>47</b>   | <b>45</b>   | <b>57</b>   | <b>64</b>     |
| <b>Clear Written Communication</b> | <b>45</b>   | <b>41</b>   | <b>55</b>   | <b>63</b>     |
| <b>Direct Promptly</b>             | <b>44</b>   | <b>42</b>   | <b>52</b>   | <b>63</b>     |
| <b>Return Calls</b>                | <b>49</b>   | <b>47</b>   | <b>49</b>   | <b>58</b>     |

# Differences in Overall Satisfaction by Technology Area (Ranked by % Satisfied)

**C9. Considering all of your experiences with the PTO patent process, how satisfied are you overall?**

**% Change in Satisfaction from 1998**



\* Percent change from 1998 to 1999 is statistically significant.

**Four of the technology areas showed improvements of 5% or more compared to 1998 levels. Physics had a slight decline. Beside Designs, there is a range of 13% between the lowest and highest levels of satisfaction among the other technology areas.**

## *Selected Key Driver Questions by Technology Area (Ranked by % Satisfied)*

|             |  | <div> <div>% Dissatisfied</div> <div>% Neutral</div> <div>% Satisfied</div> </div> |    |    | % Change in Satisfaction from 1998 |
|-------------|--|--|----|----|------------------------------------|
|             |  |  |    |    |                                    |
| <b>B10.</b> | <b>Conduct a thorough search during patent examination process</b> |  |    |    |                                    |
|             | Designs (2900)   | 11   | 16 | 73 | 0                                  |
|             | Chem. & Mtrls. Eng. (1700)   | 15   | 19 | 66 | +8                                 |
|             | Mech. Eng., Manufact., & Products (3700)                           | 15   | 19 | 66 | +9                                 |
|             | Trnsp., Constr., Agric., & Security (3600)                         | 13   | 22 | 65 | +5                                 |
|             | Physics, Optics, etc. (2800)                                       | 16   | 22 | 62 | +3                                 |
|             | Biotech. & Organic Chem. (1600)                                    | 17   | 21 | 62 | +13*                               |
|             | Comm. & Info. Proc. (2700)   | 21   | 22 | 57 | +10                                |
| <b>B3.</b>  | <b>Return calls within one business day</b>                        |  |    |    |                                    |
|             | Designs (2900)   | 22   | 15 | 63 | +8                                 |
|             | Biotech. & Organic Chem. (1600)                                    | 23   | 15 | 62 | +11                                |
|             | Chem. & Mtrls. Eng. (1700)   | 20   | 19 | 61 | +11                                |
|             | Mech. Eng., Manufact., & Products (3700)                           | 21   | 20 | 59 | +11*                               |
|             | Trnsp., Constr., Agric., & Security (3600)                         | 27   | 16 | 57 | +9                                 |
|             | Comm. & Info. Proc. (2700)   | 28   | 18 | 54 | +10                                |
|             | Physics, Optics, etc. (2800)                                       | 28   | 22 | 50 | +5                                 |

\* Percent change from 1998 to 1999 is statistically significant.

## *Selected Key Driver Questions by Technology Area (cont.) (Ranked by % Satisfied)*

|            |  | <div> <div>% Dissatisfied</div> <div>% Neutral</div> <div>% Satisfied</div> </div> |    |    | % Change in Satisfaction from 1998 |
|------------|--|--|----|----|------------------------------------|
|            |  |  |    |    |                                    |
| <b>B4.</b> | <b>Clear written communications of position of examiners</b> |  |    |    |                                    |
|            | Designs (2900)   | 12   | 16 | 72 | +2                                 |
|            | Mech. Eng., Manufact., & Products (3700)                     | 15   | 20 | 65 | +8                                 |
|            | Trnsp., Constr., Agric., & Security (3600)                   | 17   | 21 | 62 | +5                                 |
|            | Physics, Optics, etc. (2800)                                 | 21   | 17 | 62 | +5                                 |
|            | Chem. & Mtrls. Eng. (1700)                                   | 16   | 23 | 61 | +7                                 |
|            | Biotech. & Organic Chem. (1600)                              | 18   | 24 | 58 | +11                                |
|            | Comm. & Info. Proc. (2700)                                   | 21   | 21 | 58 | +10                                |
| <b>B2.</b> | <b>Direct you promptly to proper office or person</b>        |  |    |    |                                    |
|            | Designs (2900)   | 15   | 15 | 70 | +9                                 |
|            | Biotech. & Organic Chem. (1600)                              | 16   | 18 | 66 | +19*                               |
|            | Mech. Eng., Manufact., & Products (3700)                     | 20   | 16 | 64 | +12*                               |
|            | Trnsp., Constr., Agric., & Security (3600)                   | 14   | 23 | 63 | +9                                 |
|            | Comm. & Info. Proc. (2700)                                   | 16   | 21 | 63 | +16*                               |
|            | Chem. & Mtrls. Eng. (1700)                                   | 17   | 20 | 63 | +15*                               |
|            | Physics, Optics, etc. (2800)                                 | 21   | 19 | 60 | +6                                 |

\* Percent change from 1998 to 1999 is statistically significant.

# *Recommendations — The Vital Few*

- **Expedite establishment of a problem management system that categorizes problems, assigns responsibility for all reported problems, documents them, establishes resolution goals, and organizes a close-out process. In designing the system, benchmark against some “best-in-class” problem resolution systems such as Solectron, American Express, and Ritz-Carlton. Establish a time standard for all categories of problems.**
- **Implement a quality control procedure for all filing receipts. Establish quality goals and track results along with the timeliness goals.**
- **Identify causes for delays between receipt of issue fee payment to patent grant, take corrective action, and establish an appropriate customer service standard/goal**
- **Improve the delivery of faxes (a key driver). Explore the use of software packages (e.g., JFAX, EFAX) that allows faxes to be delivered directly to e-mail addresses.**

# ***Recommendations (cont.)***

- **Improve the document control system for storing, transferring, and tracking files, papers, correspondence, and drawings. Explore the use of a “search and resolve” desk to track down lost or misplaced materials.**
- **Establish timeframe estimates for First Office Actions and send this information with the notice of filing receipts**
- **Continue to emphasize the importance of returning telephone calls within one business day**
- **Conduct an internal benchmarking study on those key areas where there are substantial differences among technology areas (besides Designs). The objective of the study should be to determine if the differences are due to “best practices” being utilized by the technology areas with the highest satisfaction levels.**